

TAKES UP TRUCK EVIL

Dealers Argue That Demonstrations Are Unnecessary.

CHARLES E. STONE'S VIEWS

Secretary of Club Says Trucks Now Running Illustrate What Others Can Do.

The Motor Truck Club, at its regular monthly meeting last Wednesday evening, took another turn at that glaring motor truck evil—demonstrations. While every one believes that no truck manufacturer or dealer should fear to prove the efficiency of his product, it appears that the custom of free demonstrations has been sadly abused in this city as well as other markets and that, after another, rival manufacturers have been systematically "slandered" by the merchants, with vague, if not, respect of having trucks to do cost amounts of commercial hauling for them free of charge. There are scores of mercantile houses in this city which have so abused the privilege as to place themselves on the "blacklist" of truck circles.

The meeting of the club was held at the Hotel Cumberland, and the chief subject of the evening was presented in a paper by Charles E. Stone, secretary of the club. Preceding the paper, certain changes were made in the by-laws to broaden the work of the club, and the paper was followed by general discussion, most of which agreed strongly with Mr. Stone's views. In part, Mr. Stone's paper was as follows: "Demonstration," according to the dictionary, is a showing or pointing out, an indication, manifestation or exhibition. According to the truck salesman, it is something necessary to do in order to make up for his own lack of ability or experience. According to the prospective purchaser, it appears to be an easy method of securing free delivery of merchandise, without incurring any expense or trouble. According to the expert accountant, it is one of the greatest sources of loss connected with the sale of trucks.

With the introduction of any new system, method or device, it has generally been found necessary to show or prove in some practical manner the feasibility of the idea, and this necessity is likely to increase with the higher priced commodities. With expansion and time, however, the necessity for continuing the practice diminishes, until at last the proposition is accepted by all as thoroughly practical—accepted as a matter of course.

"Just how far the motor truck industry has advanced toward this desired goal is a question, certainly, there is no longer necessity to do what we had to in every case back in 1905 and 1907. Every one would like to market his product as we do staples, and it seems to me that the manufacturers, dealers and salesman can do much toward reaching such a condition if they will only study the subject more carefully than they have in the past.

"From an infant in 1906 the commercial motor vehicle industry has grown, till now the number of vehicles in use in this country exceeds thirty thousand. There is hardly a line of business where motor trucks can be used that we do not find them, nor a town where they have not been seen upon the street.

"New York State, from a report covering the period from February 1 to June 1 of this year issued more than seven thousand licenses for commercial vehicles, and five thousand of this number at the New York City office of the Secretary of State. The trucks of this club on April 13 stretched about three miles and included over five hundred machines. Are not these facts, known to all buyers, sufficient ground for us in the business to enumerate a portion of our demonstrations?

"The buying public is willing to take for granted that trucks are of value, economy or otherwise, when they read of or see every day new installations. Some of them riding out on empty bellies and others, being so, why do we not cease to cater to the purchaser's curiosity or cupid, and argue the merits of our machines, our companies, our facilities for taking care of the interests of our purchasers? These, it strikes me, are the sales factors, not the doing of what every one of the five thousand trucks are doing daily in New York."

STUDEBAKER SALES CHANGE

Big Shift Is Accomplished Without Loss of Efficiency.

When the industrial history of the twentieth century is finally written its most thrilling chapters will almost surely be those that tell the story of the motor car's sudden dash to popularity, its marvelous manufacturing successes and its technical failures. No department of the world's manufacturing history has yet furnished so great an amount of industrial romance.

News of the latest feat of this kind comes from Detroit. In one week a firm manufacturing annually an output marketed at \$50,000,000 completely reorganized the executive personnel of its system of distribution, and then, with the new organization in charge, secured a sales success during the first month that eclipsed all its former records for a similar period. How this was done in the midst of a busy selling season, is a story of interest to business men.

The firm is the Studebaker Corporation, whose mammoth automobile division, manufacturing E-M-F and Flanders cars, maintains a round dozen plants. The Studebaker market their product through a system of forty branch warehouses and service stations in the main trading centers. Each of these supplies cars direct to the dealers in its territory. The branch managers make all contracts and, to practical ends, each is the Studebaker Corporation in his own right.

A combination of circumstances made it advisable, in the judgment of the Studebaker management, to replace its sales manager and the managers of nearly all the branches of the company. The change was made during the first week of May. Almost on that exact date, the automobile buying public made a concerted onslaught on Studebaker dealers, who disposed of virtually every car on their floors, despite the fact that the company had made generous provision for the expected rush. Several of the branches where changes were made were among the sales leaders for the month.

BUICKS ARE SOLD OUT.

A. C. Southworth, manager of the New York, Brooklyn, Newark and Albany branches of the Buick Motor Company, reports that the entire production of Buick cars for 1912 has been sold out. This is a new Buick record. The 1912 production was much larger than that of 1911, which was not sold out until November. The 1913 series will be announced in July and deliveries will begin in August.

FERRY ON FULL SCHEDULE.

The full summer schedule for the Rye Beach Cliff automobile ferry now is in operation. The boat makes the 7 p. m. trip from Rye Beach every night instead of only on Saturdays and Sundays, as heretofore. This will continue until September.

SWIMMING.

SWIMMING SCIENTIFICALLY TAUGHT.

Prof. DALTON, 12 West 44th, S. A. M. to 10 P. M.

MOTOR TRUCKS IN THEIR ADAPTABILITY TO DIFFERENT USES.

The Velie truck with simple, quick dumping body.



W. H. WHITESIDE.

President of the Stevens-Duryea Company

DETOURS TO BE CHARTED

Novel Help to Autoists Arranged by Touring Club.

CONTRACTORS USUALLY LAX

Signs Tell of Roads Being Closed, but Afford No Further Information.

A decided innovation in the form of touring information is announced by the Touring Club of America in the placing of detour signs at points upon the main thoroughfares where it is necessary for tourists to avoid roads that have been closed for repairs or reconstruction.

These new detour signs will be in the form of a large blue arrow bearing in plain white letters the words "Detour—Follow Arrows." The arrows will be placed along all important detours from the main thoroughfares by the official cars of the Touring Club.

In addition to the blue and white arrows the club is compiling the running directions for the most important detours in route card form, upon the reverse of which will appear a small map showing the detour, the directions and map indicating the point where the detour leaves and joins the main highway, giving the route numbers, also the mileage at which the detour should be reset.

In many localities where the main highways are closed for reconstruction tourists are compelled to find their way around as best they can, although the highway laws generally require contractors to provide adequate detours during the construction of new roads. It is evident that the laws are not being complied with, notwithstanding the many complaints that have been filed with the authorities, who said they were not aware that the contractors were dodging their responsibilities.

Upon many of the main highways the tourist encounters signs which simply announce that the "road ahead is closed" or "road being repaired." There being no sign to instruct the users of the road as to which way to turn in order to secure a safe and convenient detour.

With the co-operation of the highway authorities in the several states who are furnishing the Touring Club with the latest road changes, supplemented by the club's advice which are received from its bureaus and official cars continuously on the road, the club will be able to furnish a service which will greatly aid in touring through the states where so much road improvement work is under way.

Automobilists using the roads between Philadelphia and Atlantic City by the way of Hammonton should drive with caution through a small place called Pomona, between miles west of Atlantic City and Hammonton. At this point, on a road through a territory which is not populated, a speed trap is in operation and motorists exceeding twenty miles an hour are held up by a constable and escorted to a nearby justice who imposes fines anywhere from \$5 up.

On the main route from Philadelphia to Trenton, via Langhorne, a speed trap is being operated about eight miles south of Trenton at a station called Glen Lake, where the constable is stationed in the woods along the highway arresting tourists who exceed the speed limit.

GREAT BOULEVARD PLANNED

New Highway to Connect with Motor Parkway at Success Lake.

Thousands of automobilists are interested in the plan just completed for a splendid parkway boulevard which is to run through the Borough of Queens, connecting both Manhattan and Brooklyn with the Long Island Motor Parkway at Success Lake.

According to the map of the boulevard just completed by the Queens Topographical Bureau the new highway in many places will run along the ridge or backbone of Long Island, commanding a view of the Atlantic Ocean and Long Island Sound.

Under a special act of the Legislature, the new boulevard will cut through a strip of Cypress Hills Cemetery and then go on through Queens, connecting with other arteries of traffic. The proposed highway is to be 20 feet in width and will start at the Prospect Plaza in Brooklyn, through Highland Park and Forest Park, and join the projected parkway to be known as the Grand Central Parkway at Union Turnpike, continuing direct to the Nassau County line, and finally joining the Motor Parkway at Success Lake.

Direct routes of access to the new parkway will lead from the Williamsburg and the Queensboro bridges. Other important highways will be given direct connection with this great thoroughfare, and in time it will probably become the great automobile highway from greater New York to all points on Long Island. In helping along the project President Connolly has the support of both the automobilists and the real estate interests of Queens.

MARMON "SIX" IS OUT

Some Striking Features Mark Successor of Famous "Wasp."

After more than two years of exhaustive tests, the announcement regarding the new Marmon six was made last week at the Indianapolis factory. It has been no secret that this new addition to the Marmon line was contemplated, as the big cars had been seen often on the streets.

The announcement of the new six cylinder Marmon comes after some of the most thorough tests ever applied to a new car. The first six cylinder chassis achieved fame in contests under the name of the Marmon Wasp. In this car Ray Harroun won the first 50-mile race at the Indianapolis Speedway a year ago. The six cylinder motor has a 4 1/2 inch bore and 4 inch stroke and while it is rated at 48 horsepower by the A. L. A. M. rating it develops 50 horsepower in actual use.

One of the new and distinctive features of its construction that has never been used before on any car is found in the front axle design. The vertical spindles for steering are placed directly in the center lines of the front wheels and the factory claims it makes the easiest, safest and surest steering mechanism ever devised. It tracks true and minimizes the liability of throwing the car from its course should a tire collapse at high speed. The cars are furnished with left hand drive and centre control.

Special attention has been paid to the body designs and both the lines and comfort of the new models are said to leave little to be desired from the motorist's standpoint. The types include seven, five, four and two passenger bodies, also limousine and landaulet. The bodies are mainly of cast aluminum and the standard finish will be in blue black. The equipment includes a dynamo electric lighting system, self-starter, a new type of wind-shield and top and many other features.

NEW TYPE OF NON-SKIDS.

What is claimed to be a positive non-skid type of tire is the Keaton, now being produced by the Swinerton Company, of Akron, Ohio. It has no knobs or projections, the non-skidding effect being obtained by diamond shaped depressions across the tread. A full set of these tires has been used by Charles P. Watson, of this city, on a seven-passenger Garford. Mr. Watson reports that in three thousand miles of running, during which he has encountered at times the worst possible conditions, he has had no skidding.

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Pennsylvania Takes Charge of 8,000 Miles of Highways

Will Look After Repairs Until Legislature Passes Huge Bond Issue for New System.

Remarkable as has been the development of the idea of state roads during the last few years, the new state road system of Pennsylvania surpasses any other yet devised, not even excepting that of California, which is spending \$10,000,000 on a state road system.

By state roads is meant the through routes or trunk lines, which are designed to carry a traffic in which the importance of the through travel exceeds that of the local requirements; so that the people of the commonwealth, instead of the people of a community, should pay the cost of construction and maintenance and permit the resources of individual localities to be expended in the lesser roads, which naturally act as feeders to the main lines.

The Pennsylvania Legislature of 1911 enacted the Sproul law, providing for a system of state roads approximately eight thousand miles in extent and reaching every county seat, every large center of population and state lines in a great number of places where connections with the roads of other states may be made. The State Highway Department was reorganized on a new and greatly enlarged basis.

June 1, 1912 was the limit of time set by law for the State Highway Department to survey and take over into the care of the state the highways constituting the system. These roads also included such toll roads as could be secured on reasonable terms and without litigation. A number of these were taken over. Three million dollars was appropriated to cover the expense and provide for improvement until the Legislature should again meet and make further appropriations.

The highway taken over on June 1 and previously covered practically the entire state highway system, and the roads are now under the care of the state. So much work has to be done in repairs to roads and bridges to make and keep them passable that it is considered questionable whether there will be any of the \$3,000,000 left for

MOTORCARNIVAL PLANS

Used Car Division Will Be a Feature of Pageant.

Since the announcement of a motorcarnival in New York, was made some days ago, the automobile clubs and associations in and about the metropolis and others are manifesting great interest in the pageant, which will be staged along Riverside Drive, Broadway and lower Fifth avenue on Saturday night, July 13. This will be one of the big features of the celebration period, July 8 to 20.

Many women motorists already have made inquiries about the affair and plan to enter and drive their own machines in the division for women drivers. Practically all of them will make an effort to win prizes for the most beautifully decorated runabout or touring car.

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COLVER JOINS LOCOMOBILE

Takes Charge of Local Truck Department for Bridgeport Firm.

John F. Munner, manager of the Locomobile branch in this city, has secured the services of Fred. P. Colver to take charge of his truck department. Mr. Colver's headquarters will be in New York. Smoothing of truck conditions here Mr. Colver says:

"I have always maintained that New York is one of the greatest truck fields in the United States, the principal reasons for this being the large area, which the city covers and the number of small towns surrounding it. Contrary to the usual impression, retailing and jobbing—not manufacturing—are the big fields for truck sales. Manufacturers ship largely by rail or water, but the other classes of business depend on local transportation in moving their goods.

"The truck field is the greatest, since it means the future of the truck in a vast way, few understand the reasons for its vogue. The truck is a product of the law of necessity as well as a creature of man's ingenuity. A financial publication states that business in the last eleven years has increased in volume 155 per cent.

"In 1899 there were approximately 25,000,000 horses in this country. In 1912 about 2,000,000, in which it can easily be seen that we have had only about 12 per cent increase in the number of horses to care for more than three times as much business. Assuming that a truck takes the place of six horses, about 500,000 trucks must be produced in the next few years to take the place of even 10 per cent of this work."

NEW VELIE CAR COMING.

A new model of the Velie will shortly make its appearance on Broadway. Mr. Garland, of the Garland Automobile Company, states that this car contains the usual Velie features and that it is being manufactured to meet the demand for a car somewhat smaller than the forty-horsepower. The new model possesses the usual dash and finish for which these vehicles are noted. The demonstrator will arrive in this city very shortly.

EXTENDS MERCER TERRITORY.

The Whiting Motor Company, which has enjoyed remarkable success in the distribution of Mercer cars in a limited territory, has just closed a contract with the Trenton company to handle this make of cars throughout Southern New Jersey, Eastern Pennsylvania, Delaware and Maryland after July 1. Since the Speedway race, in which the Mercer finished third, the local concern has disposed of a larger number of cars than in any similar period since its organization.

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A MODEL AUTO FACTORY

New Stevens-Duryea Plant Built on Scientific Lines.

IS OF BRICK AND STEEL

Water and Dust Proof Throughout, and Affords Immense Ground Floor Area.

The automobile industry has reached the point as a manufacturing enterprise where scientific attention is being given to economy in methods of building—in arrangement of the plant and in mechanical design of the car itself, even. The new Stevens-Duryea factory in East Springfield, Mass., is among the first motor car plants to be constructed on scientific lines.

Waterproof floors, to prevent not only leakage but the penetration of even dampness, and dust-proof construction throughout are two of the unusual features which mark the new factory. When completed the plant will be one of the finest industrial establishments in the world.

The buildings of the new plant are all to be very large in ground area, but erected in height to save having to lift and lower partly finished cars. The first of the brick and steel structures, which is now occupied, is 208 feet long, with a frontage of 80 feet. It is only four stories high, but each floor having an area of 60,000 square feet of available space, this one building gives as much working room as many good sized factories have altogether.

The expansion of the Stevens-Duryea Company has always been along rather conservative lines—which is the more remarkable in view of the fact that the company has introduced many of the fundamental improvements in motor car construction. The policy has been not to branch out until automobile standards became settled, and the concern was satisfied with a plant of moderate capacity while it was bringing out the six-cylinder motor and the peculiarities of construction which it originated, but which have since become fundamental in fine cars.

The design and construction of Stevens-Duryea cars are still under the direct supervision of J. Frank Duryea, who has been the inventor from the beginning, and is now vice-president of the company. The concern took its hyphenated name in 1900, when Irving H. Page, president and treasurer of the J. Stevens Arms and Tool Company, became active in the motor car industry.

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